



**HĀLĀWAI KŪMAU A KE KŌMIKE HO'ŌKELE A HŌ'OIA
KE'ENA KULEANA HO'OKIPA O HAWAII**

**ADMINISTRATIVE AND AUDIT STANDING COMMITTEE MEETING
HAWAII TOURISM AUTHORITY**

**Pō'akahī, 20 Kēkēmapa 2021, 2:30 'auī
Monday, December 20, 2021 at 2:30 p.m.**

Kikowaena Hālāwai O Hawaii

Lumi Papa Ho'okō A
1801 Alaākea Kalākaua
Honolulu, Hawaii 96815

Hawaii Convention Center

Executive Boardroom A
1801 Kalākaua Avenue
Honolulu, Hawaii 96815

'O ka ho'opakele i ke ola o ka lehulehu ka makakoho nui. E malū ana ke ke'ena i ke kuhikuhina a nā loea no ke kū kōwā, ka uhi maka, me nā koina pili olakino 'ē a'ē. Koi 'ia ke komo i ka uhi maka a me ke kū kōwā ma nā ke'ena a ma nā hālāwai.

Koi 'ia ka hō'ōia i kou olakino maika'i ma mua o ke komo i ke Kikowaena Hālāwai O Hawaii ma ka 'īpuka o waena o ka hale ho'okū ka'a. E pāpā 'ia ke komo 'ana o ke kanaka nona ka piwa ma luna a'ē o ka 100.4°F. Inā 'ōma'ima'i 'oe, e 'olu'olu, e 'imi i ke kauka nāna e kōkua iā 'oe.

No nā kānaka a pau e komo ana i kēia hale, koi 'ia ka hō'ike 'ana i ke kāleka lā'au ko'oko'o a i 'ole ka hō'ike COVID-19 'ole i loko o nā lā 'ehiku ma mua pono o ke komo.

The safety of the public is of the utmost importance. Pursuant to expert guidance, HTA will be following strict physical distancing, facial coverings, and other health-related requirements. Face coverings and physical distancing are required in HTA offices and meetings.

Entrance to the Hawaii Convention Center requires a health screening at the center parking garage entrance. Persons with a temperature of over 100.4°F will be denied entry.

Anyone entering this facility are required to provide proof of vaccination or proof of a negative COVID-19 test result within 72 hours of entering our facility.

Papa Kumumana'o

AGENDA

1. **Ho'omaka A Pule**
Call to Order and Pule
2. **Kūkākūkā, 'Āpono A Ho'oholo No Nā Kulekele O Ke Ke'ena**
Discussion, Recommendations and/or Action Regarding the Review of any Existing HTA Policies Relating to the Administration of HTA



3. *Kūkākūkā, 'Āpono A Ho'oholo No Ka Loiloi Kūmakahiki I Ka Pelekikena A Luna Ho'okele*
Discussion, Recommendations and/or Action Regarding the Annual Evaluation of the HTA
President & Chief Executive Officer's Performance
4. *Hō'ike, Kūkākūkā, 'Āpono A Ho'oholo No Nā Kuleana O Ke Kau 'Aha'ōlelo 2022*
Presentation, Discussion, Recommendations and/or Action Regarding 2022 Legislative Issues
5. *Ho'oku'u*
Adjournment

*** *'Aha Ho'okō: Ua hiki i ka Papa Alaka'i ke mālama i kekahi hālāwai kūhelu i kū i ka Hawaii'i Revised Statutes (HRS) § 92-4. E mālama 'ia kēia hālāwai kūhelu nei ma lalo o ka § 92-5 (a)(4), § 92-5 (a)(8) and §201B-4(a)(2) no ka pono o ko ka Papa Alaka'i kūkā a ho'oholo 'ana i nā nīnūnē a nīnau i pili i ko ka Papa Alaka'i kuleana me ko ka Papa Alaka'i loio. He hālāwai kūhelu kēia i 'ole paulele 'ia ka 'ikepili a i mea ho'i e mālama kūpono ai ko Hawaii'i 'ano, he wahi i kipa mau 'ia e nā malihini.*

*** **Executive Session:** The Committee may conduct an executive session closed to the public pursuant to Hawaii'i Revised Statutes (HRS) § 92-4. The executive session will be conducted pursuant to HRS § 92-5 (a) (2), § 92-5 (a)(4), § 92-5 (a)(8) and §201B-4(a)(2) for the purpose of consulting with the board's attorney on questions and issues pertaining to the board's powers, duties, privileges, immunities, and liabilities; to consider hiring and evaluation of officers or employees, where consideration of matters affecting privacy will be involved; and to discuss information that must be kept confidential to protect Hawaii'i's competitive advantage as a visitor destination.

Ma lalo o ka māhele 531.5 o ka Budgetary Control Accounting Manual, Moku'āina o Hawaii'i, he māhele ka 'aina awakea o ka hālāwai. E mau ana ka hālāwai ma loko nō o ka 'ai 'ana, 'a'ole ho'i ia he wā ho'omalolo.

Pursuant to Section 531.5, of the Budgetary Control Accounting Manual, State of Hawaii, lunch is served as an integral part of the meeting, while the meeting continues in session, and not during a break.

Kono 'ia ka lehulehu e nānā mai i ka hālāwai a ho'ouna mai i ka 'ōlelo hō'ike kākau 'ia no kēlā me kēia kumuhana i helu 'ia ma ka papa kumumana'o. Hiki ke ho'ouna mai i nā 'ōlelo hō'ike kākau 'ia ma mua o ka hālāwai iā carole@gohta.net a i 'ole ho'ouna i ka leka i Ke'ena Kuleana Ho'okipa O Hawaii'i, 1801 Kalakaua Avenue, Honolulu, HI 96815 - Attn: Carole Hagihara-Loo. Inā pono ke kōkua ma muli o kekahi kīnānā, e ho'omaopopo aku iā Carole Hagihara-Loo (808-973-2289 a i 'ole carole@gohta.net), he 'ekolu lā ma mua o ka hālāwai ka lohi loa.

Members of the public are invited to view the public meeting and provide written testimony on any agenda item. Written testimony may be submitted prior to the meeting to the HTA by email to carole@gohta.net or [by postal mail to the Hawaii'i Tourism Authority, 1801 Kalākaua Avenue, Honolulu, HI 96815 - Attn: Carole Hagihara-Loo](#). Any person requiring an auxiliary aid/service or other accommodation due to a disability, please contact Carole Hagihara-Loo (808-973-2289 or carole@gohta.net) no later than 3 days prior to the meeting so arrangements can be made.

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Presentation, Discussion, Recommendations and/or Action
Regarding 2022 Legislative Issues

Resolution

No. 2021-3-1

AUTHORITY TO PRESENT POLICY POSITIONS

WHEREAS, Hawai'i Revised Statute §201 B-3 authorizes the Hawai'i Tourism Authority to "Develop, coordinate, and implement state policies and directions for tourism and related activities taking into account the economic, social, and physical impacts of tourism on the State of Hawai'i's natural environment, and areas frequented by visitors"; and,

WHEREAS, Hawai'i Revised Statute §201 B-7 further makes Hawai'i Tourism Authority responsible for "Creating a vision and developing a long-range strategic plan for tourism in Hawai'i"; and,

WHEREAS, in accordance with Chapter 226, the Hawaii State Planning Act, and identified in Hawai'i Revised Statute §226-8, the objective and policies for the economy which involve the visitor industry clearly state that "it shall be the policy of this State to...ensure that visitor industry activities are in keeping with the social, economic, and physical needs and aspirations of Hawai'i's people," and, such policies shall "encourage cooperation and coordination between the government and private sectors in developing and maintaining well-designed, adequately serviced visitor industry and related developments which are sensitive to neighboring communities and activities," and, shall "foster an understanding by visitors of the aloha spirit and of the unique and sensitive character of Hawai'i's cultures and values" among other policies"; and,

WHEREAS, the Hawai'i Tourism Authority 2020-2025 Strategic Plan serves as a guide and reaffirms Hawai'i Tourism Authority's kuleana to "address broad tourism issues...lead the visitor industry...protect and market the Hawai'i brand while managing the destination and place residents' interests and benefits first."; and,

WHEREAS, the Hawai'i Tourism Authority 2020-2025 Strategic Plan maintains the Hawai'i Tourism Authority's mission to "strategically manage Hawai'i tourism in a sustainable manner consistent with economic goals, cultural values, preservation of natural resources, community desires, and visitor industry needs"; and the Hawai'i Tourism Authority's mission supports the four pillars of: Natural Resources, Hawaiian Culture, Community, and Brand Management and Marketing; and,

WHEREAS, the Hawai'i Tourism Authority 2020-2025 Strategic Plan embraces the Hawai'i Tourism Authority's responsibility to focus "on destination management" and establishing a collaborative relationship with "county, state, federal, and private agencies to address specific tourism-related issues"; and,

WHEREAS, the Coronavirus pandemic has significantly impacted virtually every sector of the economy and reinvigorating tourism through a collaborative, safe, respectful, sensitive, sensible, sustainable, and unified strategy will be the best approach; and,

WHEREAS, the ongoing presence and commitment to Hawai'i's key markets will be essential to the recovery of the State's economy; and

WHEREAS, the state brand has been built over decades on the strength of our Aloha spirit and the unique people, place and culture of our Islands; and,

WHEREAS, the Hawai'i Tourism Authority serves as a steward of our destination by perpetuating and promoting the uniqueness and integrity of the Native Hawaiian culture and community, and supporting programs that manage and protect Hawai'i's natural environment and areas frequented by visitors; and,

WHEREAS, the Hawaiian Islands brand and our visitor expenditures are enhanced greatly by a friendly, safe environment where visitors are encouraged to safely and responsibly experience Hawai'i and its authenticity; and,

WHEREAS, the visitor industry has helped to foster the growth of thousands of small and medium-sized locally owned businesses across all islands that cater to visitors and residents alike; and,

WHEREAS, maintaining a world-class convention center is critical to the future development of our business travel market; and,

WHEREAS, the Hawai'i Tourism Authority, in direct collaboration with communities throughout the State of Hawai'i, has developed destination management actions plans (DMAP) through direct community input and, contained in these individual DMAPs are actions and sub-actions which the Hawai'i Tourism Authority is committed to implementing; and,

WHEREAS, the Hawai'i Tourism Authority will, to the best of its ability, support legislation and take positions that support and align with the 2020-2025 Strategic Plan, DMAPs, and our statutory responsibilities; and,

WHEREAS, the Powers and Duties of the Hawai'i Tourism Authority at HRS §201 B-3 (a) (6) provide that the Authority may, "Through its president and chief executive officer, represent the authority in communications with the governor and the legislature"; and,

WHEREAS, the Bylaws of the Hawai'i Tourism Authority, provide for the authority of the President and Chief Executive Officer including that the "President & Chief Executive Officer shall serve as the chief executive officer of the Authority and shall be directly responsible for the day-to-day operations of the Authority, including control of and responsibility for the execution of the Board's policies, the administration of the Authority's affairs, and the supervision of its staff. "; and,

WHEREAS, legislation may be introduced at the federal, state, and county level which may impact the strategic mission and statutory purpose of the Hawai'i Tourism Authority and, as such, may require testimony or other information that presents policy positions of the Hawai'i Tourism Authority, often on short notice.

NOW, THEREFORE, BE IT RESOLVED, that the Board of Directors hereby authorizes its President and CEO or its designee, and/or its Board Chair or its designee to present public policy positions on behalf of the Authority during Calendar Year 2022 before all branches of the federal, state and county governments, provided that the positions are aligned and consistent with Hawai'i Revised Statute

§201B, the Hawai'i Tourism Authority Strategic Plan, Destination Management Action Plans, and any other policies, plans or budgets approved by the Authority and this Resolution;

BE IT FURTHER RESOLVED, that the Board of Directors elects, pursuant to Article VI, Section 1 of the Bylaws, that all official positions taken by the Chair, the President and CEO and/or their designee on issues before federal, state and county governments shall be communicated to board members as soon as practicable, and presented at the next regular board meeting of the Authority; and

FINALLY RESOLVED, that certified copies of this resolution be transmitted to the President & CEO, Board Chair, Board Members and Chief Administrative Officer.

As adopted on this 23rd day of December, 2021 by the
Board of Directors,

Gregg Kinkley
Deputy Attorney General